Faber-Castell PowerPoint Outline  
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**Slide 1:** *What?*  
Faber-Castell produces all kinds of:  
markers, pens, pencils, coloured pencils, pastels, brushes, graphite pencils, charcoals, crayons, water colours, oil pastels, rubber erasers, sharpeners, staplers, rulers, really, any type of office and art supplies.

**Slide 2:** *Where?*  
This year, Faber-Castell celebrates its 250th anniversary. Originating in Stein, Germany (1961), Faber-Castell now manufactures at 14 different locations in 10 countries around the world; Costa Rica, Colombia, Peru, Brazil, Indonesia, Malaysia, China, India, Austria, and of course Germany. They sell their products via more than 20 sales organizations and are represented in more than 120 countries.

**Slide 3:** *Who?*Faber-Castell has branded itself to create products of outstanding quality, competent & traditional, innovative & creative, and socially & environmentally responsible.

These brand essentials, or core values, tell us that Faber-Castell is not only friendly to the environment but also highly professional and experienced.

So the message to the customers is: “Buy Faber-Castell” …Their core values make their colors ‘true colors’

**Slide 4:**In the year of 2010-2011, Faber-Castell made sales of approximately 538 million euros with which they posted a net profit before tax of 39.5 million euros. And are with a prospect of an even better year in 2012.

Looking at Faber Castell’s GDP though, there are only actually very few countries who did not make as much as them. These countries are only the very small ones such as Islands like the Falkland Islands, Tuvalu, Niue, the Cook Islands and the Dominica. This is really only because their populations are very low.

**Slide 5:**Faber-Castell has a large impact on both local and global economies.

They benefit the local economies through the factories and through the employees. The people home to the country where the factory is, no matter what race, are allowed to work. Of the approximately 7,000 employees, 900 of them work in Germany. Faber-Castell is part of ‘the backbone of German industry’, in which it plays an essential role. The economy of Stein and its neighbouring city, Nurnberg, depends on the company to provide employment for its citizens. Because the company has spread to 10 countries where it has 14 factories, it has greatly helped the economies of those local countries. An even bigger example are the pine forests they have planted in Brazil; Faber-Castell opened up a large economy in Brazil with this and now have 2,500 employees working there.

However, Faber-Castell also benefits the global economy. Though it produces its products in only different countries, it sells in more than 120. These countries all gain the benefit of Faber-Castell’s outstanding products which boosts their economies.

Looking back at the pine forests in Brazil, they not only help the local people but they tremendously help the environment.

**Slide 6:**

Looking at Faber-Castell effect on the environment, I think it is safe to say that their impact is beneficial.

Firstly, the corporation developed its own unique timber supply programme in the south-east of Brazil with which they provide approximately 75% of the total timber required for Faber-Castell. Their pine forests are FSC-FM certified, Forest Stewardship Council- Forest Management, saying that they are “environmentally compatible, socially equitable and sustainable forestry.” The forests cover 10,000 hectares and the ones set aside (not for industrial use and only for pure environmental benefits), are home to more than 40,000 indigenous trees, 19 mammal species, 148 bird species, and 12 endangered animal species.

The paint that is used to coat pencils is water-based and thereby not harmful to the environment as it is broken down easily by the environment.

Though they use plastic, they have made sure that they use is bio-degradable plastic material.

Faber-Castell companies separate their waste into 28 different material groups and re-use waste directly, especially plastic waste. With this, they have achieved a recycling proportion of 88% throughout the companies.

Though the packaging was cleverly portrayed in Faber-Castell’s ‘Sustainability Report’, further research tells you that they do use quite a bit of PVC (which is very harmful to the environment) and they also use metal boxes for al lot of artist products and school items.

In the ‘Sustainability Report’ it is mentioned that every packaging ‘can be recycled to a large extent after prior separation’.  
The total waste from Faber-Castell is shown in this image; it shows that the companies truly do recycle tons of waste.

The ‘GRIP 2001’ was awarded more than once as it is made completely from FSC wood and is accompanied by the highest ecological demand, using raw materials such as graphite, clay, wax, and is coated with the water-based paint.

In addition, the cosmetic pencils by Faber-Castell are also ecologically friendly as they are made with up to 95% of natural ingredients and the protective caps are also made from biodegradable material.

All in all, the environmental measures that the Faber-Castell group took made it possible to halve the overall CO2 emissions over the past three years. Thus the total output of carbon dioxide at all production sites amounts to 20,697 tons. And because the forest absorb approximately 100,000 tons of CO2, Faber Castell is not only CO2 neutral, but actually neutralizes its emissions many times over.

**Slide 7:**

As well as benefiting the environment and the economy, the Faber-Castell group also benefits the society.

On the 3rd of March 2000, Faber-Castell signed the Faber-Castell Social Charter. By signing it, they undertake to guarantee conditions of employment and labour in all companies of the Faber-Castell group, as recommended by the International Labour Organization.

Amongst other things, the Charter also compromises the following: a ban on child labour, equal opportunities, equal treatment of employees regardless of race, religion, sex, or nationality, guarantee of safe and hygienic working conditions, and payment of adequate wages under decent working conditions.

So if you ask me if Faber-Castell is beneficial to most people, I would say yes. This is because Faber-Castell is one of the very few corporations which really try hard to be environmentally friendly and socially responsible for employees. There is really almost no flaw to their corporation and their products should truly be advertised, as they believe the following:

“Nature has no need to make an effort to be important. It simply is important” *Robert Walser (1878 -1956) Swiss writer*